

# Clean, Crisp, Conscious: The Future of Drinking Is Here

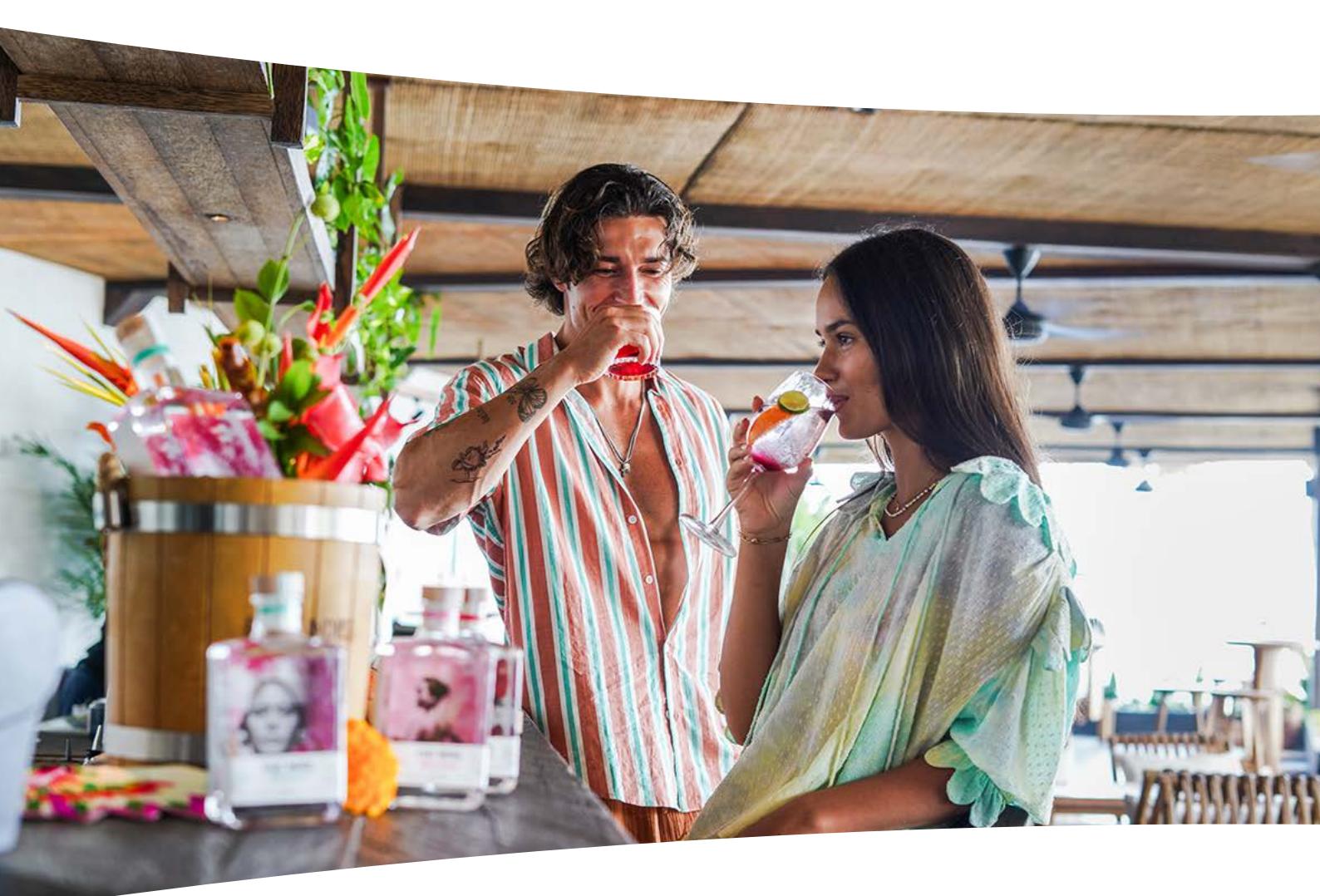


The world of drinking is experiencing a refreshing shift. More people today are choosing beverages that feel lighter, taste cleaner, and support a more mindful lifestyle. This new movement toward low-calorie choices and conscious drinking reflects a desire to enjoy alcohol with intention, focusing on balance, clarity, and quality rather than excess.

Conscious drinking doesn't mean giving anything up. Instead, it encourages choosing drinks that align with wellness and enjoyment at the same time. Consumers are becoming more aware of what they consume, seeking natural ingredients, lighter mixers, lower sugar levels, and premium spirits that deliver flavor without heaviness. The result is a culture where people drink less, but drink better, fully savoring each sip and each moment.

It helps that clear spirits, like gin or vodka tend to be among the lower calorie alcoholic bases. For example, a standard 1.5 oz ( $\approx 45$  ml) shot of 80-proof gin contains about 97 calories. That makes gin a natural choice for those watching their calorie intake while still enjoying a drink. What really changes the game, though, is the mixer. By swapping sugary sodas, syrups, or creamy mixers for zero/low-calorie options like soda water, club soda, or plain sparkling water.





If you love light, crisp flavors, East Indies Gin is your perfect companion. Crafted with Indonesian botanicals, its bright citrus and floral notes make it ideal for low-calorie serves like a simple East Indies Gin & Soda. With roughly 97 calories from the gin and negligible calories from soda water, this uncomplicated mix could stay well under 100–120 calories per serve, depending on pour and garnish. An easy, flavorful low-calorie option. This keeps the drink crisp, light, and effortlessly enjoyable, perfect for anyone embracing a mindful approach.

As wellness focused habits continue to grow, conscious drinking is shaping the future of how we enjoy spirits. People are becoming more selective, prioritizing authenticity, quality ingredients, and drinks that complement a more balanced lifestyle. With their clean profiles and strong Indonesian craftsmanship, both East Indies Gin embody this new era proving that drinking mindfully can be just as flavorful, refreshing, and satisfying.